



NRA RECRUITER

SPRING 2007

VOLUME 11 ISSUE 2

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THERE IS A STORM GATHERING

Right now, the threats to the Second Amendment and the firearms industry have never been greater. Whether it's a Hillary Clinton presidency, a hostile Congress, a U.N. global gun ban treaty, or a coalition of big-city mayors bent on banning and repealing laws protecting you from liability suits, the message is clear and the need to fight is now.

On April 13, 2007, at the NRA Annual Meetings in St. Louis, Missouri, a special industry committee unveiled a plan to recruit 1,000,000 new members before the 2008 election. With 1,000,000 new members, the NRA will increase the force necessary to elect the Second Amendment's friends and derail legislation that would destroy our rights.



This new, broadly focused initiative, driven by firearm and outdoor manufacturers, retail outlets and distributors, will promote the importance of NRA membership through television, radio, magazines, web sites, catalogs, product packaging and at events. In conjunction with the media push, NRA will offer several attractive membership discounts designed for maximum participation. More information on this initiative and how it corresponds with your current membership recruiting program will come in the next few months as this initiative prepares to commence on September 1, 2007.

Finally, understand that with the threats ahead, it is too late for talk; we need action. Not only must each and every member of the hunting and shooting community make a personal commitment to NRA, we must all do whatever we can to recruit new NRA members and win the battles ahead, and to stand strong against those who would take away our freedoms, our firearms and destroy America's firearms industry.

CALL FOR YOURS TODAY
1-800-672-0004



ALL HANDS ON DECK

BY JOHN BAILEY

We have entered a *new world* in Washington, D.C., as some of our staunchest foes are now firmly in control of the Congressional agenda. Moreover, while they may seem like a long way off, the 2008 elections are rapidly approaching. While it may seem early to be discussing this, we must, as the rules have changed, and we must be prepared.

The anti-gunners have learned valuable lessons during the last couple of elections. They realized that trying to hoodwink gun-owning voters into believing they support the Second Amendment may have sounded good on paper, but in the end, gun owners and sportsmen saw right through their campaign of deception.

The antis learned this after Al Gore lost his presidential election (along with his own state), where his long record in support of restrictions on our Right to Keep and Bear Arms was exposed. John Kerry, on the other hand, dressed himself and his voting record up in camouflage, and courted hunters, trying to pull the wool over their eyes. To counter this campaign of deceit, NRA launched a massive campaign exposing his hypocrisy, his extreme anti-gun views, and his horrible voting record.

While the dynamics in Congress have changed, one thing that hasn't changed is that the enemies of our freedom are still as committed as ever to restricting the rights of law-abiding gun owners. While their tactics may have changed, their commitment to the gun ban agenda has not lessened one iota!

The challenge we as Recruiters now face is continuing to build a stronger NRA and making sure our customers and those who support the Second Amendment are fully engaged in the battle to defeat the threats we will face.

We must be proactive in order to meet this challenge. This will involve mounting an aggressive membership drive. And if we are to survive and prosper, we must adapt. We have to *think outside the box*.

Please take advantage of the Point of Purchase tools available to you as a Recruiter. Let's get the applications out on the counters, front and center for our customers. Instructors, please consider including membership in your course fee. Storefronts, please consider membership drive contests for your employees. Range owners, how about one hour of free range time for each new membership?

In short, we are putting out the call for *All Hands on Deck*. Please be creative with your promotions and membership drives and make it a point to always discuss the importance of NRA memberships with all your customers.

Our hard work today will pave the way for future generations for many years to come, ensuring they too will be able to enjoy the same freedoms you and I have.

NEW RECRUITERS

AKIN ENTERPRISES
ALLAN HERMAN
ALLISON HARTMAN
ANITA M. BARR
ARIS.COM
ARIZONA TACTICAL FIREARMS
BOB'S GUN
BOB-TROTTERS RIFLE AND PISTOL CLUB, INC.
BRENNAN'S GUNS
BRIAN HARDEN
BRUCE WILSON
BUCKBOARD JERRY'S GUNWORKS & KNIVES
CENTER CREEK GUN CLUB
DANIEL DIRIENZO JR
DAVID VELKE
DON B JENNINGS
DONALD E. COOK
DONNA L. GERZ
ELITE SPORTING GOOD
EMPORIUM OF FINE WEAPONRY
FIN, FUR, AND FEATHER CLUB OF MAITHPOISETT

FREEDOM GUNS LLC
GARY KUIPERS
GARY P. STEELEY
GARY PREWITT
GLENN SELAN
GREEN HAVEN FISH AND GAME ASSN. INC.
GREGORY FARRIS
HASKEL M. WALKER JR.
HC PRECISION
HC PRECISION
HERBERT S. GREENBURG
HOWARD V. ROTHMAN
HUNTERS RUN GUNSMITHING
JACK BARTON
JAMES C THOMAS
JAMES CAL MICHAEL
JAMES PRYOR
JAMES R. STOUFFER
JASON MARSHALL
JAYHAWK FIREARMS
JOHN E. MACEWAN

KATHRYN MCCASLAND
KEVIN S YORKE
LAGUNA SECA SHOOTING SPORTS ASSOC
LARRY A JACKSON
LEWIS MACHINE & TOOL CO.
LORI WILLIAMS
M & G DISTRIBUTING
MADISON ROD & GUN CLUB, INC.
MARK A ROE
MARK GIBSON & ASSOC
MICHAEL DALE NEUBAUER
MICHAEL MANCARI
MICHAEL OSWALD
MICHAEL SCHNITZER
MICHIGAN TECH UNIV COMPET RIFLE TEAM
MUNITH ROD AND GUN CLUB
MYHUNTINGROOM.COM
NANCY Z. PUNOLA
NOAAWIVA SPORTSMEN INC.
PATRIOT COMMERCIAL CORP
PINE BLUFFS SPORTSMAN CLUB

POINTE NORTH FARMS, LLC
RAY RONK
REDS TRADING POST INC.
RICHARD J. BARNES
RICHARD UNGER
MICHIGAN TECH UNIV COMPET RIFLE TEAM
MUNITH ROD AND GUN CLUB
MYHUNTINGROOM.COM
NANCY Z. PUNOLA
NOAAWIVA SPORTSMEN INC.
PATRIOT COMMERCIAL CORP
PINE BLUFFS SPORTSMAN CLUB
POINTE NORTH FARMS, LLC
RAY RONK
REDS TRADING POST INC.
RICHARD J. BARNES
RICHARD UNGER
RICK HORTON
ROBERT BECKMAN
ROHN STEARNS CUSTOM LEATHER
RONALD NOAKES

RUSSELL BAKER
SHADE'S LANDING
STEPHEN YUSZKA
STONEWALL SHOOTING SPORTS OF UTAH
SUNNYVALE ROD AND GUN CLUB
TACTICAL RIFLE
TED CLOVIS
TERRY RUTLEDGE
THE HUNTING CHANNEL ONLINE
THE MADISON ROD AND GUN CLUB
THOMAS E. KROTT
TODD VANDYKE
W.E. FERST
WAYNE A FEASER
WAYNE STEELE
WEST BRANCH SPORTSMAN ASSOC
WILLIAM L. SERRA
WILLIAM TURNER

Recruiter Supplies

Numerous calls come in about ordering supplies. Please be aware we do not keep recruiter materials at NRA headquarters. The

fastest way to receive your materials is by going online at www.nra.org/recruiter or by calling (800) 336-7402 (please have your recruiter # ready). Please keep this newsletter or list for quick reference.

1-800-336-7402

These items are free of charge to all recruiters:

MG23580 3-Part NRA Membership Application 25 applications per book. (limit 12)

MG23550 Business Reply Envelopes 10 per package (limit 3)

MG23480 Tabletop Display "Protect Our Freedoms" (limit 2)

The following items are available for a small cost:

MG23455 Recruiter Hat
Stone with Black bill \$12.95

MG23456 Recruiter Hat
Blue \$12.95

MG237 Recruiter Polo Shirt
(M, L, XL, XXL, XXXL) \$24.95

MG23525 NRA Logo Banner
\$30.00

MG23530 NRA Recruiter Tablecloth \$54.95

The following items in blue are available to "XP" recruiters only:

MG23500 NRA Show Recruiter Kit
24 hats, 25 bags and application book Free - limit 2

MG23520 Banner "Get In Show Free" \$30.00

www.nra.org/recruiter

See page 5 for new, limited time recruitment enhancement items for dealer and independent recruiters.

ATTENTION RECRUITERS

- Please DO NOT TO SEND CASH with your applications.

A check or money order will speed up processing in addition to providing traceability.

- Receiving Award Points? Please hold on to the certificates we send. You use them just like cash for items from the NRA store or for memberships.



PERFECTION 10,000 RECRUITED

Glock, Inc. is the recipient of a special award for its support of NRA membership among purchasers of their product. For several years Glock has included special discount membership applications with each of its pistols as an incentive for gun owners to join the NRA. Last December, Glock submitted its ten thousandth NRA membership application.

Firearms manufacturers are vitally important to NRA membership recruiting. With their help NRA can reach hundreds of thousands of people while the awareness of their Second Amendment freedoms is fresh in their mind.

The award was presented to Glock executives April 14 at the NRA Annual Meeting & Exhibits in St. Louis, Missouri. Congratulations to Glock on achieving this great milestone, and thanks for your continued support of the NRA.



Left to right: R. Lee Ermy from the History Channel's *Mail Call*, Wayne LaPierre, NRA Executive Vice-President, and Joe Lienemann, Regional Manager, Glock.

TOP TEN

CLUB RECRUITERS

PECONIC RIVER SPORTSMEN'S CLUB	344
CLEVELAND HUNTING RIFLE&PISTOL	154
PIONEER GUN CLUB	136
WEST. WAYNE CO. CONSERVATION ASSN. INC.	112
BENTON GUN CLUB	110
CHULUOTA SPORTSMEN'S CLUB	98
ZIA RIFLE & PISTOL CLUB OF N.M	71
MANHATTAN WILDLIFE ASSOCIATION	68
TRI-COUNTY GUN CLUB	65
EXCELSIOR SPORTSMAN CLUB INC	64

CLUB RECRUITER NEWS: 100% NRA

Thousands of NRA-Affiliated Clubs have made the commitment to 100% NRA membership, and now it's faster and easier to confirm your club's NRA memberships than ever before.

This new system is available for clubs to quickly and easily verify their NRA memberships. Previously, clubs would send printed lists of their club membership data which were checked against NRA membership records one at a time. Now clubs can e-mail membership data in a simple Excell™ spreadsheet, which can be uploaded and electronically checked against the NRA database. What used to take weeks now takes only hours to accomplish.

For more information about verifying your clubs' NRA memberships, call NRA Recruiting Programs at (800) 672-0004 or e-mail us at recruiter@nrahq.org.

TOP TEN

INSTRUCTOR RECRUITERS

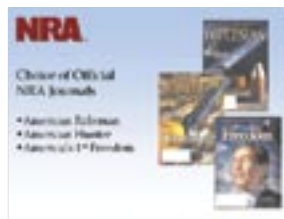
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GARY D. BYERS	77
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GLENN GURNETT	41
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INSTRUCTOR RECRUITER NEWS: Instructor PowerPoint

NRA Membership Recruitment is happy to offer a FREE PowerPoint™ presentation, now available online for downloading at www.nra.org/recruiter.

Now instructors can increase membership recruiting by bringing the NRA directly into the classroom. The new PowerPoint™ presentation is complete with membership benefits and a special video message directly from Wayne LaPierre.

In addition to this FREE PowerPoint™ the NRA offers many other tools to enrich the teaching and recruiting experience. Signs, recruitment videos, sample magazines and membership applications are available by contacting the Membership Recruiting Department at (800)672-0004, or by visiting our website www.nra.org/recruiter.



INDEPENDENT RECRUITER NEWS: "Never Again" DVD

Never Again! That's the message the NRA wants to send to the people of America with this special DVD hosted by Wayne LaPierre. It shows how the people of New Orleans were stripped of their Constitutional rights as police officers seized their guns. The crimes committed against law-abiding gun owners are beyond comprehension. The arrogance of anti-gun politicians and government officials and their hate of freedom will turn your stomach.

This shocking DVD is available to NRA recruiters FREE for you to use in your stores, classrooms, or wherever you recruit members. With your help we are going to make the first time in New Orleans the LAST time in America. To view clips from this video, go to www.GiveThemBack.com.

To order call (800) 336-7402 and ask for item number #MG23702.

FFL DEALER RECRUITER NEWS: Four Part Sign Kit

Attention gun shop and shooting range owners! The NRA would like to remind you that a four-piece "Join NRA Here" sign kit is available for use in your store. The kit includes a two-sided 5"x7" push/pull door decal that will let your customers know they are entering NRA Country; a 12"x17" decal that may be applied to a counter or display; a 22" circular floor decal which is durable enough for prolonged foot traffic; and a three-sided hanging sign complete with hanging hardware.

Increase membership recruiting with these colorful, eye-catching signs! Kits are available FREE OF CHARGE and may be ordered from the NRA recruitment supply center. Call (800) 336-7402 and ask for item #MG23700. A matching non-adhesive counter pad is also available. Ask for item #MG24000. Quantities are limited.



Floor decal



Push/pull decal front and back



Counter mat

TOP TEN

INDEPENDENT RECRUITERS

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CHARLES L. TURNEY	30

TOP TEN

DEALER RECRUITERS

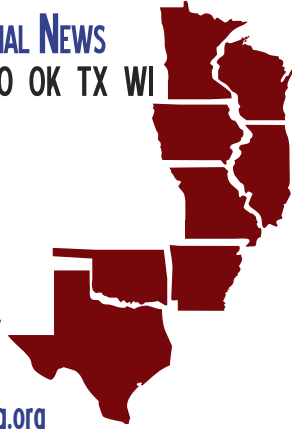
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BUFFALO GUN CENTER	34



CENTRAL REGIONAL NEWS

AR IA IL MN MO OK TX WI

JOHN BAILEY
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Now that the first quarter of 2007 is behind us, it's time to nail down the summer schedule. As the number of gun shows slows keep in mind other opportunities such as local festivals, fairs, rodeos, motorcycle rallies, etc. Many of these venues offer us access to freedom-loving Americans such as ourselves, and with the political climate heating up we want to make sure NRA is well-represented and accessible. Also, keep in mind many of these event promoters are NRA members and supporters themselves. You won't know if you can set up a display if you don't ask.

Developing a strong rapport with Gun Show Promoters and Event Promoters is always the key to developing a long-term relationship that will open doors to better locations in the show and the ability to conduct special promotions. This is something all of the Top Recruiters have in common, and this is the edge you need to separate yourself from the pack. For example, Lajuana and Charlie Murray have worked closely with the Houston Gun Collectors to hone a "Join NRA, Get in Free" offer that is consistently producing 300-400 members per show. Bill Mullen and Craig Swartz of The Iowa State Rifle and Pistol Association work closely with show promoters in Iowa to communicate their message over the loudspeaker during the show!

A big thanks to everyone working hard to make 2007 a great year for NRA and our fellow gun owners. The work we do now to prepare ourselves for the 2008 elections will help to ensure our freedoms for many years to come.

CENTRAL

TOP TEN

LAJUANA MURRAY	333
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SOUTHEAST REGIONAL NEWS

AL DE FL GA KY LA MD MS NC SC TN VA WV

CORY KIZIELEWICZ
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Once again I'd like to thank you all for an outstanding effort in 2006. After the final numbers came through, we increased our recruitment by over 50 percent, and, as a region, we did our part to make 2006 the most productive year for NRA Recruiters since the Clinton/Gore years. But despite our success, we still have a long, hard road ahead of us.

One of the many hurdles we will face is a recently introduced bill called H.R. 1022. This is the most dangerous piece of legislation we have seen, as it attempts to not only reinstate the Clinton Gun Ban, but it would also ban every *semi-automatic shotgun* claiming these to be "assault weapons."

As our Founding Fathers said when signing their names to the Declaration of Independence, "We must all hang together, or surely we will all hang separately."



SOUTHEAST

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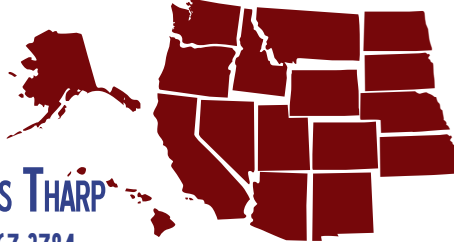
WEST

CENTRAL ARIZONA FIELD SUPPORT	736
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FIREARMS EDUCATION & SAFETY	233
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SACRAMENTO COUNTY FIREARMS EDUCATION	144
STEVEN E. SHEAR	103



WEST REGIONAL NEWS

AK AZ CA CO HI ID KS MT ND NE NM
NV OR SD UT WA WY



DENNIS THARP

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dtharp@nrahq.org

Be prepared for a busy 2007! The gun-banners have already fired a shot across our bow with the introduction of H.R. 1022. This is by far the most sweeping and comprehensive gun ban we've seen – heck, this beats even the Clinton gun ban! Get the details here: <http://www.nra.org/Legislation/Read.aspx?ID=2668>.

Additionally, we need to make sure we're well prepared for a busy show season. I'm already noticing a greater "buzz" in the air at my shows. I'm seeing that, as the weeks go by, more people are beginning to wake up and realize that their freedoms are under assault.

To make the most of the political climate we need to focus on:

- **Being prepared.** Make sure your supply order is booked weeks in advance of your show. Know what's going on legislatively on the state and Federal level.
- **Being professional.** It's easy to say "the Democrats want to grab up our guns" but it's not necessarily true. We have more than a fair share of Democrats who support the 2nd Amendment. This is the time to welcome everyone that enjoys guns – regardless of their political affiliation.
- **Being aggressive.** Don't sit back and wait for people to come to you. Get up and get moving behind your table! Ask everyone who walks by to renew or start his or her membership. Point out that the \$25.00 is less than a box of ammunition!

If ever there were a time to stand and fight -- now is the time. By making firearm ownership a burden, a pain and an inconvenience, the gun ban control is stealthily trying to strip us of our Constitutional freedoms.

NORTHEAST

JUDITH R JACOBS	1052
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IN STATE RIFLE & PISTOL ASSOC.	90
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NORTHEAST REGIONAL NEWS

CT IN MA ME MI NH NJ NY OH
PA RI VT

RANDY CLARK

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rclark@nrahq.org

Greetings Northeast Recruiters! Winter is coming to a close and spring is in the air. We've had a great first quarter but we are currently running slightly behind last year's fantastic numbers. So let's bear down, get a game plan together and really focus on topping the outstanding numbers that we put up in 2006!

By now we all should know that the new Congressional leadership is a great danger to our freedom and that Hillary Clinton is primed for a White House run in 2008. Never hesitate to hammer home the point that NOW, more than ever, is the time to make sure that everyone who SHOULD be signed up with us gets on board! The current political climate, as hostile as it is, is pushing those who used to be on the fence over to our side. I've witnessed it firsthand at the many sport shows at which I recruit and have used it to our advantage. NOW is the time to really get the word out and push NRA membership harder than ever. Our freedom cannot risk another Clinton White House! Reminding folks of the current state of affairs WILL increase your recruiting numbers.



Recruiting Programs Directory

Jeff Poole
Director
Membership Programs
(703) 267-3758

Kristen Bailey
Program Coordinator
Shows & Events
(703) 267-3785

GUN SHOWS & SPECIAL EVENTS

John Bailey
Manager
Shows & Events
Central Region
(703) 267-3771
AR, IA, IL, MN, MO,
OK, TX, WI

Randy Clark
Marketing Rep
Northeast Region
(703) 267-3782
CT, IN, MA, ME, MI,
NH, NJ, NY, OH,
PA, RI, VT

Cory Kizielewicz
Marketing Rep
Southeast Region
(703) 267-3772
AL, DE, FL, GA, KY,
LA, MD, MS, NC, SC,
TN, VA, WV

Dennis Tharp
Marketing Rep
Western Region
(703) 267-3784
AK, AZ, CA, CO, HI, ID, KS,
MT, ND, NE, NM, NV, OR,
SD, UT, WA, WY

BUSINESSES, INDIVIDUALS, CLUBS & INSTRUCTORS

Andrea Myers
Marketing Coordinator
(703) 267-3957

Megan O'Neill
Program Assistant
(703) 267-3756

Recruiting Program
Toll-free number
(800) 672-0004

Recruiter Supplies
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www.NRA-ILA.org

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